

## Claims

- [1] An advertising sheet, comprising:  
a micro-prism retroreflective sheet having a micro-prism reflective surface on a lower surface thereof;  
a reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet to serve as a reinforcement and to allow for a smooth reflection on the micro-prism reflective surface; and  
a print fabric attached to an upper surface of the micro-prism retroreflective sheet, with a printing layer, on which an advertisement is printed, provided on an outer surface of the print fabric.
- [2] An advertising sheet, comprising:  
a micro-prism retroreflective sheet having a micro-prism reflective surface on a lower surface thereof;  
a reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet to serve as a reinforcement and to allow for a smooth reflection on the micro-prism reflective surface;  
a chemical layer applied to an upper surface of the micro-prism retroreflective sheet to allow a water-based ink to be easily fixed on the micro-prism retroreflective sheet; and  
a printing layer provided on the chemical layer, with an advertisement printed with water-based ink on the printing layer.
- [3] An advertising sheet, comprising:  
a micro-prism retroreflective sheet having a micro-prism reflective surface on a lower surface thereof;  
a reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet to serve as a reinforcement and to allow for a smooth reflection on the micro-prism reflective surface; and  
a printing layer provided on an upper surface of the micro-prism retroreflective sheet, with an advertisement printed on the printing layer with a silk ink or a solvent ink including an oil-based ink.
- [4] The advertising sheet according to any one of claims 1 through 3, further comprising:  
a transparent coating film covering an outer surface of the printing layer.
- [5] The advertising sheet according to any one of claims 1 through 3, wherein the

upper and lower surfaces of the micro-prism retroreflective sheet are treated using a UV (ultra-violet) coating process.

- [6] A method for manufacturing the advertising sheet of claim 3, comprising the steps of:
- attaching the reinforced fabric to the lower surface of the micro-prism retroreflective sheet;
  - printing the advertisement on the upper surface of the print fabric through the photographic, offset or photogravure printing process, and drying the print fabric with the advertisement; and
  - attaching the lower surface of the print fabric to the upper surface of the micro-prism retroreflective sheet with the reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet, thus completing the advertising sheet.
- [7] A method for manufacturing the advertising sheet of claim 2, comprising the steps of:
- attaching the reinforced fabric to the lower surface of the micro-prism retroreflective sheet;
  - applying the chemicals for printing to the upper surface of the micro-prism retroreflective sheet to form the chemical layer capable of allowing the water-based ink to be easily fixed on the micro-prism retroreflective sheet; and
  - printing the advertisement on the chemical layer with the water-based ink, thus completing the advertising sheet.
- [8] The method according to claim 7, further comprising the step of:
- coating a transparent coating film on a printing layer produced by printing the advertisement on the chemical layer with the water-based ink.
- [9] A method for manufacturing the advertising sheet of claim 3, comprising the steps of:
- attaching the reinforced fabric to the lower surface of the micro-prism retroreflective sheet; and
  - printing the advertisement on the upper surface of the micro-prism retroreflective sheet with silk ink or solvent ink including oil-based ink, thus completing the advertising sheet.